

ORSTBO GLOBALIZES MOBILE SOCIAL MEDIA WITH THE INTRODUCTION OF NEW PRODUCT ADDITION TO THE 'ORTSBO MOBILE SUITE'

Rock Star Gene Simmons and Ortsbo President David Lucatch Will Discuss The Release of Kowango during the Mobile Marketing Association Forum Keynote Speech

Los Angeles, CA November 17, 2011- Ortsbo.com, subsidiary of Intertainment Media Inc., the social media, real time, experiential language translation platform, announced today it will demonstrate a groundbreaking mobile feature during their Mobile Marketing Association (MMA) Forum keynote address being held on Thursday, November 17th at 9:15 a.m. Pacific Time at the SLS Hotel at Beverly Hills. Code named Kowango, this new mobile app integrates location-based services with multiple language translations. Ideal for travelers, the Kowango integration allows individuals to connect with their local surroundings and people without having to know how to speak the local, native language.

Legendary rocker and businessman Gene Simmons, along with business partner, Ortsbo President David Lucatch, will take the stage as Keynote Speakers for the MMA Forum Los Angeles. Messrs. Simmons and Lucatch will talk to marketers about how Ortsbo and Kowango are transforming social media, commerce and location-based marketing through the elimination of language barriers and creation of a new type of social network.

"Kowango is unlike current social media applications that only connect you to people you already know," **said Mr. Simmons.** "Kowango allows you to connect with people you may not know but share interests and geographic locations with, regardless of the language they speak."

"Using Kowango, an individual can instantly connect with other people who have an interest in a certain merchant, event, or topic and discuss it in their native language," **said Mr. Lucatch** "Consumers in the mobile space increasingly base their purchasing decisions upon peer review and the overall buzz surrounding a service, product and / or merchant. Beyond simply establishing a multi-language chat dialogue, Kowango also encourages people to broaden their social network and meet individuals from different cultural backgrounds who share common interests."

The Kowango application will be available starting in early 2012 after a private beta to select partners and participants. Kowango can be white labeled for third party licensed applications to increase social media opportunities via common interests and location based mobile chats regardless of the language that the user speaks.

Gene Simmons, international entrepreneur, actor and legendary front man and co-founder of the rock group KISS, is a business partner and serves as spokesman for Ortsbo.com - the world's leading experiential language platform - which has been led by David Lucatch since its founding in 2010. The Ortsbo solution enables the real-time translation of digital messages into more than 50 languages.

The MMA Forum Los Angeles has always been the place where thought leaders from brands, agencies, carriers and others across the global mobile marketing ecosystem connect. The Forum will also be the scene of the annual MMA Mobile Marketing Awards Gala. The MMA

Awards for innovation and leadership are the world's only global mobile marketing awards program recognizing outstanding achievement within the industry, and the program strives to find the best campaigns from every corner of the globe.

For more information on programs, workshops and agenda, visit:
<http://forum.mmaglobal.com/losangeles>

About the Mobile Marketing Association (MMA)

The Mobile Marketing Association (MMA) is the premier global non-profit trade association established to lead the growth of mobile marketing and its associated technologies. The MMA is an action-oriented organization designed to clear obstacles to market development, establish mobile media guidelines and best practices for sustainable growth, and evangelize the use of the mobile channel. The more than 700 member companies, representing over forty countries around the globe, include all members of the mobile media ecosystem. The Mobile Marketing Association's global headquarters are located in the United States and it has regional chapters including North America (NA), Europe (EUR), Latin American (LATAM) and Asia Pacific (APAC) branches. For more information, please visit www.mmaglobal.com. For information relating to the MMA's Mobile Marketing Forum series, please visit www.mobilemarketingforum.com.

About Orstbo.com

Launched in July 2010, Orstbo provides real-time, easy and accurate translations when chatting online to someone who speaks a different language, and connects to mobile devices, PC and Mac computers, and all major search engine instant messaging chat platforms Microsoft, Google and Yahoo! along with Facebook, iChat, AIM, ICQ, Gadu-Gadu, Ovi, Lotus Sametime, LiveJournal and Tencent QQ and QQ International, China's largest chat platforms and Twitter. Orstbo now provides instant translation capabilities to well over 1 billion active chat accounts in over 170 Countries / Territories. For more information, please visit www.ortsbo.com.

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